

APPROVED MINUTES

Town of Mansfield
Communications Advisory Committee
November 2, 2009, 7:00 pm
Audrey P. Beck Building , Conference Room B

I. Called to Order at 7:00 pm. Attending: L. Fecho (chair); P. McGlamery; A. Booth; R. Pelligrine; J. Blyskal (reporting). Staff in attendance: Jaime Russell

II. Approval of Minutes. Minutes accepted.

III. Public Comment: D. Freudmann of 22 Eastwood Road, Storrs, CT 06268. Commented on the progress of the committee and made two separate points: (1) urged automatic budget referendum like surrounding areas; (2) concerned that signage leading up to referendum was biased toward those already predisposed to support its passage e.g. teachers. Pointed out no signage at fire station on 195. Urged balanced posting of signs. Discussion was had on the topic and it was agreed that it would be discussed in detail by the committee.

IV. Old Business:

A. Review of Presentation to Town Council: Discussion was had concerning need for additional survey data and where and when to collect such data; R. Pelligrine made suggestion of sending with tax bills; P. McGlamery pointed out that decennial census in next year which will provide key demographic data.

B. Budget Process: J. Russell reports that revenue of state is lower than expected, which may affect town budgets.

C. Communications Channel Inventory: Discussion was had on next step; P. McGlamery agreed to send out proposed assignments for who is to survey which channels; next meeting Committee will discuss assignments.

D. Survey Results: Issue is how do we drill down into the data; P. McGlamery suggested UCONN students or staff to assist in looking at data; he will try to reach out to his contacts.

E. Communication Policy Development: Goal is to make specific recommendations to Council; need more longitudinal data; J. Russell discussed current efforts to decentralize information on website and make site user-friendly; he also discussed that QNotify has 2,109 unique emails, and 8,319 subscriptions. R. Pelligrine discussed concern over transparency in town budget and proposals; suggested more transparent display of town salaries, etc.

V. New Business: None

VI. Reports: L. Fecho will submit resignation of J. Crepau to Council

VII. Communications: L. Fecho will recommend a need for younger members to Council

VIII. Agenda for Next Meeting

IX. Adjourned at 9:05pm

Attached Communications to Town Council:

TO: Mansfield Town Council

FROM: Mansfield Communications Advisory Committee

DATE: October 19, 2009

RE: Updated Request to Fill Committee Vacancies

Subsequent to our October 4, 2009 request to fill two positions on our committee, we received written resignation from Joyce Creapeau. Ms. Creapeau's term was due to expire in March 2010 and we are sad to see her leave early, but recognize her family comes first.

As discussed at the October 13 Town Council meeting, it is important to continue to engage the younger population in town governance. It would be helpful if, at minimum, one of the new committee members represent residents under the age of forty.

Please have the Committee on Committees notify us if they have any questions.

Respectfully submitted on behalf of the Communications Advisory Committee,

Leila A. Fecho, Committee Chair

TO: Mansfield Town Council

FROM: Mansfield Communications Advisory Committee

DATE: October 4, 2009

RE: Second Request to Fill Committee Vacancies

We were happy to welcome Joseph Blyskal to our committee this summer; he will add the needed perspective of a newer resident.

However, our small committee still faces the continuing problem of achieving a quorum at meetings. We have had to cancel several scheduled meetings in the past year.

Referencing our committee's March 16, 2009 letter to the Town Council, we again reiterate the need to fill an alternate position on the committee.

Referencing former chairperson Antonia Moran's resignation letter dated August 1, 2009, her position needs to be filled.

Additionally, on March 24, 2010, two of our committee member's terms will expire. I am willing to remain on the committee for another year's term (through 3/24/11). Therefore, we expect the need to fill one additional regular position in March.

Please have the Committee on Committees notify us if they have any questions.

Respectfully submitted on behalf of the Communications Advisory Committee,

Leila A. Fecho, Committee Chair